

Thanks to Xerox, short runs mean big business for this Belfast printer

OUR CHALLENGE

Northern Ireland based printer, GPS Colour Graphics, is well regarded as a producer of high quality brochures, catalogues, magazines and books in medium to high volumes, as well as a wide range of other printed products.

Five years ago, Northern Ireland was still trying to shake off the last vestiges of the economic recession. For GPS customers, cost was an increasingly important factor. Whereas a client may have printed 5,000 company reports in the past, it was now printing just 50, a number that didn't stack up on a lithographic press.

GPS needed to offer these clients high quality smaller print runs for leaflets, magazines, books and promotional materials or turn away business. They turned to Xerox, building on a long-term relationship to add digital printing to the list of GPS services.

OUR SOLUTION

Xerox had been working closely with GPS since first supplying them with a digital printer around 15 years ago – the DC12 – which was only used for producing proofs of larger jobs. This was superseded by a DC5252 and then by the DC560.

With the arrival of the CP1000 press, GPS was able to offer a commercial digital printing service, one which has been busy ever since. Soon after, a black and white 4127 was purchased to work in tandem with the CP1000.

Along with an improving economy, GPS has gone from strength to strength, building a 5,000 square foot facility – part of a new 125,000 square foot development – to house their new iGen 5, the latest generation of Xerox digital presses.



OUR RESULTS

GPS is now ideally placed to take advantage of the demand for smart print runs and help its customers to personalise their marketing and other materials. And because GPS carry out all their own binding onsite, the process is seamless. Now able to handle larger sheet sizes, they can also produce A4 landscape brochures and 6-page A4 leaflets and flyers – formats that are all possible on the latest Xerox machines.

GPS Company Director, David Bell is delighted with the pace of development: "Apparently we have the hardest working CP1000 in the UK." Bringing on the iGen 5 has made the company even more competitive. "It's quite a machine," says Norman McNellis, Director of Production Systems Group for Xerox. "It offers significant advantages over other machines on the market. In terms of saving time, increasing productivity, improving quality and substrate breadth, the iGen 5 is second to none."

It's a combination that makes for a powerful proposition. With its competitive total cost of ownership, the iGen 5 is able to produce results GPS can be proud of. "There is a huge improvement in quality," says Helen McClay, Business Development Director. "It is producing results that are much closer in finish to the lithographic press, with a more litho-like matt finish."

Increased stability and colour control are also a big plus, as is the ramp-up in speed of the new machine which will allow GPS to fill its order book and increase throughput in the long term.

With that additional capacity, GPS is able not just to service its existing clients but also target new leads. They can now offer innovative solutions such as web-to-print where, starting this summer, customers will be able to book and upload print jobs through an online service. Helen comments: "This is the way the market is going. We're embracing these trends and ensuring that we can offer our clients the service that they need in ways that allow them to interact with us – how they want and on their terms."



OUR PARTNERSHIP

Xerox has a long pedigree in Northern Ireland where the company operates across the region from its base in Belfast Harbour. A global company known for innovation and ground-breaking technology, Xerox prides itself on having a local presence and being able to properly service its customers.

Norman McNellis explains: “We are unique in that we’re wholly-owned by Xerox but operate autonomously on the island of Ireland. We have local account managers, a local back office team and a local supply chain. That’s a big benefit for our customers.” He goes on, “We can tap into all the benefits of being part of a global brand but as we are run locally, challenges can be addressed and decisions can be made quickly. This enables us to make sure our customers are properly serviced and managed.”

For their part, the team at GPS has been very impressed with the quality of service and plans to keep working closely with Xerox. “The relationship is strong and we keep coming back to Xerox,” says David Bell. “They have always kept up-to-date with innovation and technological change and have an extremely efficient backup support operation to keep things moving.”

Another big plus has been the training they’ve had from Xerox. The GPS sales team is well-versed on the state-of-the-art capabilities of the iGen 5, helping them to sell the benefits of their digital printing service.

Thanks to Xerox, GPS’s digital print business looks set for an extremely bright future. “We didn’t expect the digital printing business to be as popular as it has been,” concludes David, “but now that it has found a willing market, it has become a vital arm of our business.”

AT A GLANCE

CP1000 and iGen 5 Xerox digital printers give GPS Colour Graphics in Belfast the speed and agility they need to offer their clients high quality, low volume print runs.

BENEFITS



Unprecedented cost/ quality ratio



Larger sheet sizes than before



Outstanding speed, stability and colour control



Web-to-print capability



Low cost of ownership



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